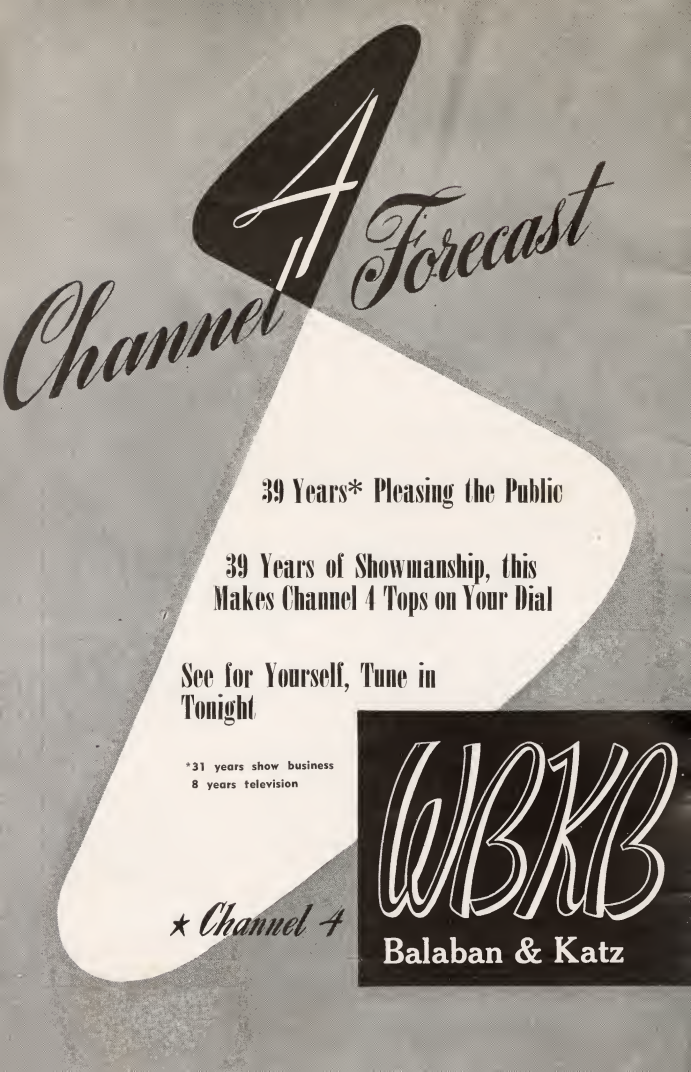
TELEVISION Forecast

SEPTEMBER 20 TO SEPTEMBER 26 INCLUSIVE

"You're at the National Television Show . . . I should tell Momma you've been offered a contract to appear as a test pattern? ?"

TV Show at Coliseum This Week


Channel 4 Forecast
39 Years* Pleasing the Public
39 Years of Showmanship, this Makes Channel 4 Tops on Your Dial
See for Yourself, Tune in Tonight
*31 years show business
8 years television
★ Channel 4
WBKB
Balaban & Katz

THE MAIL BAG—

Maybe This is Your Problem, Too

The *Raymond Falronas* of Chicago have a problem. Their sons, Gerald, 8, and Ronald, 9, can't be coaxed from the family TV set—even to eat supper. And you really can't blame them.

This is just one of the hundred episodes unfolded in candid letters received by the editors of this magazine. Scores of requests ranging from "How old is Fran Allison of WBKB?" to "Would Jerry Kaufherr of WGN-TV attend our sorority hen party?" are received each week in the mail bag. We hope to answer the question on Miss Allison, submitted by *Mrs. C. Currier* of Lansing, Ill., with a special feature in this issue.

Each letter deserves a special answer, but with all the work our staff has been doing on the National TV Show now at the Coliseum, we have been unable to keep up with the flow of suggestions, requests and criticisms.

If the mail can be used as a measuring stick of the average televiewer, then here are the things most owners of TV sets expect of Chicago video stations:

—More dramas; the use of stock companies.
—More varied Saturday night programs.
—Shorter, snappier commercials.
—A Sunday church program.
—Criticism of TV shows by a staff writer.

Naturally television stations are interested in the types of programs set owners express a desire to see. They are therefore grateful for the letters forwarded to this magazine.

However, some of our readers disagree on shows. *Lewis Ayres* of Chicago says the same wrestlers appear each week on the sports show, and that he'd enjoy seeing some new performers. *Mrs. Lee Roy Burrell* of Midlothian thinks "wrestling is tops." *Frank Jensen* of Maywood says TV is "overcrowded with grunt and groan matches."

Many televiewers are anxious to obtain publications devoted exclusively to wrestlers. These can be secured by writing the station offering such publications for sale.

C. Franklin Smith of Chicago wonders if 1948 is the year to buy a television receiver. Acquaintances, he writes, feel that such sets will shortly be outmoded by newer models. To this question, uppermost in the minds of thousands now attending the National TV Show at the Coliseum, here is our answer: Receivers now on the market will give outstanding service for at least 10 years, comparable to the period most persons use a radio set.

Mr. Smith also asks—"How are the expenses of a television station met?" Chicago stations WGN-TV, WBKB and WENR-TV, in order to present daily programs, accept advertising from business firms. It is this advertising revenue which supports operations and which also influences the number and pattern of programs offered.

Raymond M. Vleck, Mrs. Gerald Getty and *Elmer F. Taylor* and others are interested in movies, and desire to know

(*Continued on page* 14)

TELEVISION Forecast

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Television Forecast for

Monday

Sept. 20, 1948

WBKB Channel 4

10:00—INDEPENDENT GROCERS ALLIANCE CONVENTION.

10:30—KNITTING INSTRUCTION. Mary L. Hahn opens up the Woman's World show, a full one hour program.

10:45—FIRST AID. Presented by the representative of Fifth Army.

11:00—SHAN & KAY. Figure control experts show you how to slim down.

11:15—SHOPPING WITH DINNY. Accompany this Miss on a mythical tour of a department store.

6:45—TIMELY TIPS.

7:00—KUKLA, FRAN & OLLIE.

7:30—FILM.

7:50—TELENEWS with Jim Ameche.

8:00—DR. GALLUP POLL.

8:15—FASHION QUIZ with Bob McKee, Kay Westphal.

8:30—WRESTLING at Midway Arena.

10:30—NEWS pictures and bulletins.

WGN-TV Channel 9

7:00—COURT OF CURRENT ISSUES

7:30—To be announced.

8:00—CHICAGOLAND NEWSREEL with Spencer Allen narrating.

8:10—SPORTSMEN'S CORNER with Paul Fogarty (from the Coliseum)

8:30—SWING INTO SPORTS.

9:00—CLUB TELEVISION (from the Coliseum)

WENR-TV Channel 7

8:00—STUMP THE AUTHORS.

8:30—FEATURE FILM.

9:00—LIVE VARIETY PROGRAM.

(Subject to Change.)

WTMJ-TV Channel 3

Note: Due to unforeseen circumstances, the program schedule for WTMJ-TV Channel 3 will not appear this week, but will return next week.

WGN-TV, Dumont Sign Contract; Add Programs

More television history was made in Chicago when WGN-TV signed an agreement with the Dumont Television network to be the exclusive Chicago outlet for network originated programs.

This will give Chicago televiewers the first regular coast-to-coast network programming in this area. The contract affiliating WGN-TV with the Dumont Network was signed by Frank P. Schreiber, manager and treasurer of WGN, Inc., and Humboldt J. Greig, sales manager for Dumont.

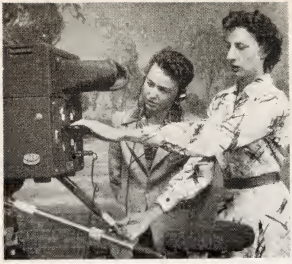
In a joint announcement issued by Schreiber and Greig, it was stated that WGN-TV would begin network operations in September and the first commercial program scheduled for WGN-TV by the Dumont Network is the "Original Amateur Hour" beginning Oct. 3. This is a full hour program, Sunday nights from 7 to 8, and is New York's top-rated television program. Outstanding programs originated by the Dumont Network will be available to WGN-TV immediately.

Schreiber stated that the Dumont contract had been made in keeping with the long-established policies of WGN, Inc., to make the best radio and television features available to the great Middle West.

This represents the first practical move to bring high calibre coast-to-coast television programming to the Chicago area. Until station connections from East to West become operative Dumonts programs will mainly be available to WGN-TV by tele-transcriptions, an exclusive double system process of reproducing shows off the cathode ray tube developed by the Allen B. Dumont laboratories.

Red Quinlan Named to Post

Red Quinlan has been appointed promotion and publicity manager of WBKB, it was announced by John Mitchell, business manager. Quinlan served more than a year with the B&K station in various capacities and has a wide experience in writing and public relations.



(Mike Shay Photo)

". . . and here is how you switch one lens to another" Esther Rajewski, WBKB camerawoman explains to Bobby Neal. Bobby recently stopped the show with his tap routine on the Knickerbocker Amateur Hour, televised Sunday nights by WBKB.

WNBQ to be Hub of NBC Network

When WNBQ begins operations this fall it will become the hub of NBC's midwest television network, according to I. E. Showerman, NBC vice president.

Already in operation is an NBC network of six stations: WTMJ-TV (Milwaukee), KSD-TV (St. Louis), WWJ-TV (Detroit), WSPD-TV (Toledo) and WBEN-TV (Buffalo, N.Y.).

St. Louis and Detroit now serve as key program origination points with a minimum of 12 hours of programming a week. Coaxial cable is being used for program transmission between all points. However, when Chicago, Milwaukee, Detroit and Toledo join, service will be by microwave relay.

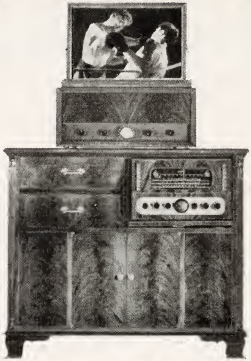
New Sets Go into Homes

The pendulum has swung back in the other direction.

A year ago more sets were sold to public places than to private home owners. Now, according to WBKB statistics, more than 550 are installed each week in private homes, while only 15 are installed in public places. The implication is clear: programs will be slanted for the home audience more than ever in the past.

PLAN TO ADD

Scott Television



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Television Forecast for

Tuesday

Sept. 21, 1948

WGN-TV Channel 9

7:00—PHOTOGRAPHIC HORIZONS.
7:30—MAN ABOUT TOWN. Hal Stark introduces televiewers to famous celebrities about town.
8:00—CHICAGOLAND NEWSREEL.
8:10—PLAYERS OF THE DAY. Interviews by Ed Cooper before the game.
8:20—BASEBALL. Sox vs. Washington from Comiskey park, with Jack Brickhouse, announcer.
10:30—TENTH INNING. Scores of other games; interviews with the fans.

WENR-TV Channel 7

8:00—FEATURE FILM.
9:15—BOXING at Rainbo Arena with Wayne Griffin, announcer.

WBKB Channel 4

10:30—PETS IN THE HOME. Claire Di Maggio and Collie Mac.
10:45—FILM.
11:00—CUTTING CORNERS with Catherine Payne, home economics expert.
11:15—SHOPPING WITH DINNY.
6:45—TIMELY TIPS.
7:00—KUKLA, FRAN & OLLIE, puppet characters fun show for the entire family.
7:30—SHOPPING WITH DINNY. This charming Miss has an evening show, too.
7:45—FILM.
7:50—TELENEWS with Jim Ameche.
8:00—AT OUR HOUSE with Jim and Edie Dexter.
8:12—FILM.
8:18—MIDGET BOXING with Jim Ameche.
8:30—MEET THE ROCKETS. Television program starring the Chicago Rockets professional football club.
8:44—FILM.
10:00—NEWS. Today's World Picture.

(Subject to Change.)

WTMJ-TV Channel 3

Note: Due to unforeseen circumstances, the program schedule for WTMJ-TV Channel 3 will not appear this week, but will return next week.

"Great Books" Show Features Dr. Hutchins

Dr. Robert M. Hutchins, chancellor of the University of Chicago and chairman of the Great Books Foundation will act as reader and interpreter when "Great Books" is televised over Station WENR-TV, Fridays at 8:30 to 9 p.m., CDT, it was announced by Harold Stokes, program manager. Lynn A. Williams, Jr., president of the foundation will act as moderator.

Discussion sessions, such as they actually occur in Great Books groups throughout the nation, will be brought into the homes of the WENR-TV audience. The books to be discused on the program will be those which deal "most incisively, most eloquently, most universally and most timelessly with man and his world."

On each telecast a panel of six persons will participate in the discussions. These panels will consist of men and women engaged in a variety of occupations, from bankers to bakers and from editors to housewives.

Great Book seminars were introduced into the undergraduate curriculum of the University of Chicago by Dr. Hutchins and Mortimer Adler in 1930. The first class to be set up outside the University was organized in October, 1943. Since that date the Foundation has achieved nationwide prominence as a foremost adult education medium.

Sun-Times Capers Scheduled for WBKB

New among shows to hit WBKB's tele-lanes will be the Sun-Times Capers, a weekly 15 minute spot featuring Handy Andy, Jr., Bob McElroy and an unnamed member of the animal world.

Auditions are still going on at WBKB to select the most telegenic animal. At last reports Brother Racoon had the inside track. A parrot had first been tried but he hogged all the lines and made disparaging remarks about members of the cast!

Handy Andy, Jr. and Bob McElroy will read the week's comics of the Sun-Times.

(Mike Shay Photo)

IT'S NO USE—Mary L. Hahn, knitting expert on WBKB's morning show, "Woman's World," gave up trying to instruct Dick Snyder (left), Russ Davis and Don Ward. Ward was more persistent than his video colleagues. Mary L. Hahn is a regular Monday feature.

Valentino Films Stir Fems at TV Studio

WGN-TV film librarians Elizabeth Bain and Catherine Hawkins were highly elated recently when a can of film showed up for screening with the label "Son of the Sheik" starring Rudolf Valentino. Full length feature films are shown over WGN-TV every Saturday night.

Knowing how the ladies of the last generation used to swoon over the silent film idol, they called up other feminine members of the staff to watch the movie and see if the Great Lover still looked good to modern career girls.

Just at the most exciting point possible, the handsome face faded from the screen and the projectionist called out the sad news that only one reel had been sent for test screening. The frustrated audience, who agree that Valentino's charms are just as potent today as in Mother's rolled stocking days, would still like to see that second reel—but they never will, because the film was pronounced much too dark for televising, and Elizabeth had to reluctantly return the first reel.

"Teleflyers" Attract Air Dignitaries

"Teleflyers," WBKB's aviation show for children and adults, is fast becoming the "official" aviation show of this area. In a recent show no less than five dignitaries in the flying world appeared: Captain Gill, commanding officer of the Naval Air station at Glenview and Maurice Roddy, aviation editor of the Sun-Times, presented trophies won by winners of the recent Plymouth National model meet and the model meet conducted at the Cook County Fair.

Sandra Pinckney, international girl's control line champion demonstrated how she won her honors, and Charles Satich of Chicago, junior national microfilm model champion flew his winning microfilm model in the studios of WBKB.

In addition to that, Frank Smith, editor of Air Trails, covered the show and wrote a special feature for his magazine on the first model meet ever conducted in a television studio.

Hill and Beverly Carruth, the busy young couple who conduct the show along with flight officer Smoky Callahan, are looking for new names. Is Eddie Rickenbacker around?

Television Forecast for

Wednesday

Sept. 22, 1948

WENR-TV Channel 7

8:00—FILM.

8:30—WRESTLING. Rainbo Arena with Wayne Griffin, announcer.

WBKB Channel 4

10:30—RENT CONTROL with Bea Fox.

10:45—FILM.

11:00—FASHIONS.

11:15—SHOPPING WITH DINNY.

6:45—TIMELY TIPS.

7:00—KUKLA, FRAN and OLLIE.

7:30—LITTLE OTTO.

7:35—FILM.

7:50—TELENEWS with Jim Ameche.

8:00—STOP ACTION with Ernie Simon.

8:30—WRESTLING. Rainbo Arena, with Russ Davis announcing.

10:30—NEWS. Today's World Picture.

WGN-TV Channel 9

7:00—DOORWAY TO FAME.

7:30—ALAN DALE SHOW.

7:45—PERSONALITY PROFILES. Dorsey Connors delivering news about Chicagoans. Guest: Leonarde Keeler.

8:00—NEWSREEL.

8:10—PLAYER OF THE DAY.

8:20—BASEBALL. Sox vs. New York from Comiskey park.

10:30—TENTH INNING. Scores of other games; interviews with fans.

(Subject to Change.)

WTMJ-TV Channel 3

Note: Due to unforeseen circumstances, the program schedule for WTMJ-TV Channel 3 will not appear this week, but will return next week.

Leonarde Keeler to Appear on "Personality Profiles"

Dorsey Connors, girl about town featured on the new "Personality Profiles" telecast every Wednesday, 7:45-8:00 p.m., will have Leonarde Keeler, inventor of the lie detector, as her guest Wednesday (Sept. 22). Keeler is world-famed for his amazing device which has been called into service in many of the biggest police cases.

(Underwood Photo)

LEONARDE KEELER

In addition to the many mentions made of him in newspapers and on the radio, Keeler also attracted considerable attention for his part in the motion picture "Call Northside 777." The picture, a true account of a Chicago news story, was filmed in the city for authenticity, and a further realistic note was added in an important sequence by using Keeler to administer the lie test to a suspect. Though he tried to coach an actor for the role, Keeler was told he played himself better than an actor could! Thus his successful motion picture debut.

During his television appearance, Keeler will briefly explain the parts and operation of his famous fact finder and then will illustrate its function by putting Dorsey Connors on the spot.

Top Talent Seen On "Video Varieties"

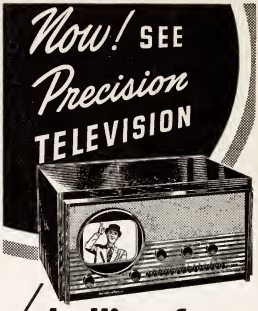
A spectacular array of Chicago musical and variety talent is being presented Sunday through Friday at 7:30 to 8:00 p.m., CDT, over ABC's newest television outlet, WENR-TV. Titled "Video Varieties" the program features the top vocalists, instrumentalists and musical combinations of radio as well as several novelty and eccentric dance acts, unique to the television field.

Vocalists and musical groups who thus far have been signed to appear on the program include crooner Jack Owens, heard regularly on ABC's Breakfast Club; the five Honey Dreamers; baritone Johnny Hill, a recent radio discovery from St. Louis; the Breakfast Club's comely Patsy Lee; Lola Ameche, night club and radio sweet-and-blues thrush; Ralph Martire, gabrielesque trumpeter, conducting a Dixieland group; Don Lindley with his "Music in Velvet"; the Adele Scott Trio, who have appeared on many commercial radio programs in Chicago as well as the Arthur Godfrey programs in New York playing a piano-guitar-organ combination; and the George Barnes octet. Barnes has been widely heralded as one of the nation's foremost modern guitarists.

"Under 21" to Debut At Television Show

A strong bid for Chicago's teen-age fans will be made by WBKB September 24 when it presents the premier of "Under Twenty-one", direct from the Coliseum, site of the National Television Exposition. Every Friday thereafter the show will originate from WBKB's studios from 8:30 to 9.

"Under Twenty-one" will feature different colleges, high schools and junior colleges in the Chicago area. Fashions, variety entertainment and a round table panel discussion conducted by Oscar Katov, Sun-Times writer, will be the main ingredients. Guest educators from Chicago will also appear and tell what is wrong and what is right about today's teen-agers.



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Fran Allison is Chicago TV Queen, Fans and Writer Agree

By PATRICIA COOPER

Glamorous is the word for Fran Allison, Chicago's unofficial television queen!

Sparkling member of the Junior Jamboree cast, Fran, offstage, is the same vivacious personality with lively eyes, a ready smile, and quick wit. She is tall and slim, and the morning we met she wore a colorful costume of brilliant reds and greens, complemented by gold kid sandals and gold jewelry.

"We're deep in plans for the return of Junior Jamboree," were her first words following our introduction. "We hope to be able to show the television audience, through the use of films, some of our experiences at Dragon Retreat this summer," she continued.

Fran had just completed her role of "Aunt Fanny" on the Breakfast Club, Chicago radio show, but her thoughts were with Kukla, Ollie, Madame Oglepuss and the many other members of the Junior Jamboree show, telecast each weekday evening on WBKB.

"Working with Burr Tillstrom has proved a happy meeting of the minds," she went on. "The shows are planned at daily meetings between Burr, Lew Gomavitz, the director, and myself. At that time we work out a beginning and climax for the evening's show, which is arrived at through an hour or so of talk. The program is then ad libbed."

Fran, who joined the show last October, came on a temporary agreement, until she proved to herself that she had something to offer to the program.

NOT SHY OF CAMERAS

"I have never been conscious of working in front of cameras," she replied in answer to our question on the comparison of television and radio work. "Perhaps, it is because I have worked for a number of years with a live audience on the ABC Breakfast club."

However, Fran has learned that the television star finds her audience more often with her in off hours than is true of radio actresses. Dining out in the Chicago area, she is often approached by waiters carrying requests for confirmation of identity and autographs!

A native of Port City, Iowa, located near Waterloo, Fran broke into radio as a vocalist and appeared over WMT in Iowa for four years before coming to Chicago. Upon her arrival in Chicago, she joined Club Matinee and the Breakfast Club, leaving later to join the staff of CBS.

"AUNT FANNY" ON RADIO

She rejoined the Breakfast Club four years ago, during which time she has delighted listeners with the gossipy doings of "Aunt Fanny" and her neighbors. She created this character while in Iowa, and writes her own script for the role.

Since she joined the Junior Jamboree show, Fran, like Kukla and Ollie, has

(*Continued on page* 20)

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(Dickinson Photo)

CHICAGO TV history was made when WGN-TV signed an agreement with the Dumont network for exclusive programs coast-to-coast. Signing above is Humbolt J. Greig, Dumont sales manager, with Lawrence Phillips, Dumont director, and Frank P. Schreiber, WGN manager (right). First show will be the "Original Amateur Hour," top New York program to start Oct. 3. Dumont programs will be made possible by tele-transcription.

Beacon Warns Aircraft

The highest stationary point in Chicago is the aircraft beacon perched atop WENR-TV's television antenna located above the roof of the Civic Opera building. Specifically, the light is located more than 154 feet above the building's roof.

The beacon, which rests three feet above the topmost bay of batwings on the antenna, is registered with Civic Aeronautics authority and in the future will be included on navigational charts as a reference point. The beacon contains two 500 watt electric light bulbs.

Chicago's newest station... the TOPS in television from the TOP of Chicago

WENR-TV

CHANNEL 7

NOW—WENR-TV brings you stirring DRAMA and sparkling COMEDY . . . children's ENTERTAINMENT and EDUCATIONAL PROGRAMS . . . top-flight MOTION PICTURES . . . discussions of GREAT LITERATURE . . . NEWS COVERAGE . . . important SPORTS and SPECIAL EVENTS. See detailed program listing elsewhere in Television Forecast.

WATCH CHANNEL 7

American Broadcasting Company

WGN-TV Announces Coverage Of Collegiate Football Games

An eight-game schedule of collegiate football for WGN-TV televiewers was announced by Jack Brickhouse, sports service manager of the station. The schedule, first of its kind to be announced in Chicago, will include impressive television coverage of four Illinois games from Champaign-Urbana plus four exclusive Northwestern grid telecasts from Dyche Stadium in Evanston. Veteran sportscaster Hal Totten will describe the games, with Bill O'Connor handling color.

The Illini contests include the season's opener against Kansas State on September 25; the Purdue game October 23; Iowa, November 6; and Ohio State, November 13. WGN-TV mobile equipment will be utilized in the Champaign-Urbana pickups, with microwave delay to Danville, and coaxial cable from Danville to the WGN-TV transmitter at the Daily News building. WGN-TV field director Don Cook will direct the cameras from the mobile unit.

The Northwestern games from Dyche Stadium in Evanston, which will also utilize the micro-wave relay equipment of the WGN-TV mobile unit, include the following opponents: Purdue, October 2; Minnesota, Oct. 9; Ohio State, October 30; and Illinois, November 20.

Hal Totten, sportscaster for the WGN-TV football telecasts, has a sports, newspaper and radio background paralleled by few. Hal was associated with the Chicago Daily News, and has appeared on virtually every major station and network in the midwest since his radio debut in 1924. He has the high regard of fellow sports broadcasters for his knowledge and delivery of sports events. In addition to his new television duties, Hal is farm director for WGN.

Bill O'Connor, WGN staff announcer who will do the color commentary, has done frequent sports events and sports reviews on WGN and other stations with which he was formerly associated.

HAL TOTTEN

"Little Otto" on TV

"Little Otto," a new character drawn especially for television, will embark on a series of short five minute shows for the Pure Oil company on WBKB beginning Tuesday, Sept. 21 from 7:30 to 7:35 p.m. "Little Otto" will be seen every Tuesday and Friday thereafter.

Note to Fight Fans

Boxing and wrestling matches from Rainbo Arena will be telecast weekly over WENR-TV, Channel 7. Eight boxing bouts will be telecast each Tuesday night at 9 p.m., until conclusion. Wrestling matches will be telecast Wednesday nights at 8:30 to conclusion. Contracts for telecast rights for boxing were signed with Al Baim, Chicago boxing impresario, and for wrestling, with Fred Koehler.

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Meet Dinny Butts, Successful Young Career Girl in Video

By PATRICIA COOPER

Shopping—with Dinny—is a delightful and challenging career.

This talented miss, whose full name is Virginia Butts, conducts the mythical shopping tours through Chicago stores each weekday morning on WBKB's "Woman's World," as well as presenting three evening shows a week directed to career women and men shoppers.

Prettier and smaller in stature than she appears before the television cameras, Dinny was the epitome of the successful young career girl the morning we met her. She had just completed her show and an hour under the ceiling of lights in the WBKB studio, yet she presented a cool, poised picture.

Asked about her entry into television, Dinny replied "I came to seek a job behind the scenes and ended up in front of the cameras."

This came about last April, when Dinny, a former public relations girl with a Chicago advertising firm, applied for a job in that field with WBKB. However, an interview with Director Lorraine Larson and a camera test landed her before the television cameras one day after "Woman's World" had debuted over the station.

"Merchandising is a completely new field to me," Dinny explained as we talked in an office of the studio, "but one which I find enjoyable. Determining the theme for each program, selecting the merchandise and then working out the final presentation for the video audience offers a challenge."

(*Continued on page* 15)

Telephotography Is Chicagoan's Hobby

A new hobby has come into the American scene: telephotography.

And William A. J. Dean of 5942 South Maplewood, Chicago, is probably the first hobbyist to devote so much time to this interesting pastime.

Since 1940 Dean has been taking snaps from the screen of his television set. The results have been so pleasing, he has become well known in the city for his photo collection of singers, baseball players, actors, even politicians.

"It is very simple," Dean says. "Anyone having a camera with an f6.3 lens or better, a portrait attachment lens and a tripod can get satisfactory pictures, using any make of fast film."

How It's Done

This is how it is done: The telereceiver is adjusted so that the contrast is at a minimum, and the brightness control as high as possible, without losing the picture. The pictures are taken at one-tenth of a second. As an added measure, Dean suggests, instruct the photo developing company to overdevelop the negative just a little.

Dean is not only an expert at photographing video programs, but an experienced designer of more than 300 different antenna combinations. "Ghostless reception," is the result. The Dean antenna is periodically checked by Dean himself who has installed a roof-to-living room communication system to aid him in tests.

Interested As Student

Eight years ago, Dean was one of 25 in Chicago owning a television receiver. His earlier sets have been passed on to friends he interested in the new medium.

While a student at Armour Tech, Dean became interested in television. That was in the early '20s. Before that, his favorite pastime was listening to home made crystal sets and receiving out-of-town stations on battery radios.

Dean is only too happy to help telephotographers with his know-how. He is certain the hobby will increase its ranks with the addition of Chicago television stations.

Television Forecast for

Thursday

Sept. 23, 1948

WBKB Channel 4

10:30—MARY MARTENSEN opens the Woman's World show with a cooking demonstration.
11:00—THE DEXTERS, Jim and Edie.
11:15—SHOPPING WITH DINNY.
6:45—TIMELY TIPS.
7:00—KUKLA, FRAN and OLLIE. Puppet show.
7:30—TOM MIX in Miracle Riders.
7:50—TELENEWS with Jim Ameche.
8:00—TELE-CHARADES with Ed Roberts.
8:30—FEATURE FILM.
10:00—NEWS. Today's World Picture.

WGN-TV Channel 9

1:00—CHICAGOLAND NEWSREEL.
1:10—PLAYERS OF THE DAY.
1:20—BASEBALL. Sox vs. New York from Comiskey park.
3:30—TENTH INNING.
7:00—TELEVISION MYSTERY THEATER. Live studio drama.
7:30—MOMENTS OF MELODY starring Bob Lee and Nancy Evans, vocalists.
8:00—CHICAGOLAND NEWSREEL.
8:10—SPORTSMEN'S CORNER with Paul Fogarty.
8:30—WRESTLING at the Madison Athletic Club, with Jack Brickhouse, announcer.

WENR-TV Channel 7

8:00—GREAT BOOKS. Chancellor, Robert M. Hutchins of the University of Chicago will participate, and original members of Great Books groups will take part in the program.
8:30—FILM.
9:10—DOLLARS AND SENSE. Audience participation program using the five senses.

(Subject to Change.)

WTMJ-TV Channel 3

Note: Due to unforeseen circumstances, the program schedule for WTMJ-TV Channel 3 will not appear this week, but will return Sept. 27.

Mail Bag . . .

(*Continued from page* 3)

the titles of all films in advance so they can plan parties for guests. In a short time, it is hoped we can meet this request. At the present, films are often received by the stations only a few hours before show time, making it impossible for *Television Forecast* or the daily papers to list titles.

Revival pictures often times disappoint the hungry-for-new-film fans who probably don't realize the movie and tele industry are racing at breakneck speed to put out enough films to be shown daily.

Conflicting but interesting reports come from our readers regarding WTMJ-TV, the Milwaukee station on channel 3. The *Howard Hiss* family of Gary, Ind., receive the station as clearly as WGN-TV. And so do the T. W. Harrigans of 9609 South Hamilton, Chicago. However, reader W. L. Morrison of Winnetka cannot pick up a clear picture on channel 3, and says our "listing of WTMJ-TV programs is only confusing."

H. B. Sappington of Broadview, an avid televiewer, feels our magazine can be of a great service by criticizing poorly directed or poorly televised shows. This fall, *Television Forecast* will begin a weekly Critic's Column, pulling no punches where punches are due.

E. R. Feldott of Chicago and *Emma Janda* of Berwyn have expressed their views on the advertising our magazine contains. More articles on TV and less advertising is their request. Publication of this magazine, numbering thousands and thousands of copies mailed each week to homes in Illinois, Wisconsin, Michigan and Indiana, depends solely on revenue from advertisements contained herein and subscriptions, which is true of any magazine from the Saturday Evening Post down the line. We are not subsidized by any Chicago TV station.

H. M. Carmien of Elkhart, Ind., asks a question we can't answer yet. He wants to know if and when a relay will be set up between Elkhart and Chicago. When information of this type becomes available, it will be found in our columns.

Dinny Butts . . .

(*Continued from page* 13)

Amplifying her remarks, Dinny explained that time on the program is sold by the Sales department at WBKB, who in turn arrange for her to meet with the advertiser. Through regular conferences with the advertiser, she learns what merchandise they are interested in displaying on the show and then selects the most suitable items for video presentation.

"My own particular favorites are the fashion shows," she added. And fans who have seen Dinny model sports clothes, tailored fashions, and luxurious fur coats would be quick to agree that they too find them "favorites".

NATIVE OF CHICAGO

Dinny, who is a native Chicagoan, lives on the south side of the city with her family. A graduate of the Chicago public high schools, she received her bachelor's degree in English literature in 1944 from the University of Chicago.

"I really entered the University the easy way," she will tell you with a soft laugh. "As graduation time approached, I was reluctant to try for any scholarships, lacking confidence in my ability to qualify. Then one day, the principal of my high school called me into his office, told me I had the highest grade average of any graduating student in the Chicago high schools and had been granted a scholarship to the U. of C.

While at the University, Dinny was a member of the Sigma club and was active in the little theater group. It is also from her college days, that she retains her favoritism for the poetry of Robert Browning.

WINS READING CONTEST

"I had entered my first and last-poetry-reading contest, selecting one of Browning's lesser known poems and a sonnet by Elizabeth Barrett Browning to read," she recalled. "Surprisingly, I won first prize and $50. Hence—I thank —my loyalty to Browning!"

To the televiewer who watches Dinny each week-day on WBKB, she appears an attractive personality, but few know the many talents and interests she possesses.

(*Continued on page* 16)

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Television Forecast for

Friday

Sept. 24, 1948

WGN-TV Channel 9

12:50—FILM.
1:00—CHICAGOLAND NEWSREEL.
1:10—PLAYER OF THE DAY with interviews by Ed Cooper.
1:20—BASEBALL. Cubs. vs. St. Louis Cardinals. Jack Brickhouse to describe this home game.
3:30—TENTH INNING. Scores of other games; interviews with Cub fans.
7:00—FASHION ON PARADE.
7:30—THE JACK ERGEN SHOW.
7:45—INDIVIDUALLY YOURS with Celeste Carlyle. Illustrated talks on clothes, makeup and hairstyles for women (from the Coliseum).
8:00—CHICAGOLAND NEWSREEL.
8:10—SPORTSMAN'S CORNER with Paul Fogarty (from the Coliseum).
8:30—TELEVISION QUIZ SHOW. Audience participation show with prizes from the Coliseum.
9:00—BOXING from Madison Athletic Club with Jack Brickhouse announcing.

WENR-TV Channel 7

Note: WENR-TV will not televise this date but will return Saturday, September 25, on Channel 7.

WBKB Channel 4

10:30—FASHIONS on TV.
10:45—FILM.
11:00—AMERICAN MEDICAL ASSOCIATION.
11:15—SHOPPING WITH DINNY. Accompany this Miss on a mythical tour of a Chicago department store.
12:55—BASEBALL TELEQUIZ.
1:10—MEET THE PLAYERS with Geo. Janda, TV reporter quizzing baseball stars.
1:25—BASEBALL at Wrigley Field. The Chicago Cubs vs. St. Louis Cardinals with Joe Wilson announcing.
6:45—TIMELY TIPS.
7:00—KUKLA, FRAN AND OLLIE children's show for the whole family staged by Burr Tillstrom.
7:30—LITTLE OTTO, an animated cartoon.
7:35—SUN-TIMES COMIC CAPERS.
7:50—TELENEWS with Jim Ameche.
8:00—FILM.
8:15—YOUNG AND VICTOR. Bud and Richy mix it up in a zany program.
8:30—FEATURE Film.
10:00—NEWS, "Today's World Picture."

(Subject to Change.)

WTMJ-TV Channel 3

Note: Due to unforeseen circumstances, the program schedule for WTMJ-TV Channel 3 will not appear this week, but will return Sept. 27.

Dinny Butts . . .

(*Continued from page* 15)

In addition to her academic studies, Dinny was a student of the ballet for ten years and still is an avid ballet fan. Always in the audience when the Ballet Russe of Monte Carlo or Ballet Theatre is in town, Dinny considers her greatest thrill an opportunity to watch two ballet performances from backstage.

NAMES GREATEST THRILL

"When backstage, you have a greater opportunity to study the dancers at close range, observing fineness of technique or slips in timing which are never apparent to the audience out front."

Nora Kaye, brilliant young dancer with Ballet Theatre, is her favorite performer because of her excellent character interpretations.

Next to ballet, the legitimate theater is Dinny's great love, with the lyrical writing of Tennessee Williams, creator of "The Glass Menagerie" and "A Streetcar Named Desire" ranking first. If it's good theater, Dinny will enjoy it.

Music, an interest which is often the counterpart to those in the dance and theater, is another of her special likes. Ravinia, beautiful outdoor setting for symphonic concerts, is where Dinny spends all available week-ends during the summer months.

She is also a great reader.

SOLD ON TELEVISION

Sold on television as a medium of entertainment, Dinny is impatient with those who would compare it to radio. "I see it as an entirely independent field, with its own problems and own possibilities. And my own experience here at WBKB, where I've received wonderful help from the members of the crew, has been most enjoyable."

Cubs Face St. Louis

Cub fans will be table to see two home games this week when the Chicago team battles St. Louis at Wrigley field. The games are scheduled for Sept. 24, and 26, with WGN-TV and WBKB televising the northside club.

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Television Forecast for

Saturday

Sept. 25, 1948

WENR-TV Channel 7

8:00—REMOTE TELECAST. From the Electrical Living Show at the Coliseum.

WBKB Channel 4

1:30—SPORTS SHOW.

1:45—FOOTBALL. From Notre Dame Stadium—Notre Dame vs. Purdue. The announcer is Joe Wilson.

7:45—TIMELY TIPS.

8:00—WESTERN FILM. The Lone Rider in "Frontier Fury."

9:00—FILM shorts.

9:30—NEWS. "Today's World Picture."

WGN-TV Channel 9

1:45—FOOTBALL DIRECT FROM CHAMPAIGN, URBANA, ILLINOIS VS. KANSAS STATE. Hal Totten and Bill O'Connor will announce.

8:00—CHICAGOLAND NEWSREEL.

8:10—LITTLE MEN. Feature film starring Kay Francis and Jack Oakie.

WTMJ-TV Channel 3

Note: Due to unforeseen circumstances, the program schedule for WTMJ-TV Channel 3 will not appear this week.

Draft Television Code

A code that in effect will govern the entire TV industry is being drafted, it was announced recently by TAP, news bulletin of Television Advertising Productions, Chicago. The code, due in December, will set ethical standards in programming, production and principles.

Blackhawks to Appear Again on WBKB

All home games of the Chicago Blackhawks hockey team will be televised by the Balaban and Katz pioneer station, it was announced jointly by William Tobin, president of the Blackhawks and John Mitchell, business manager of WBKB.

This will be the third consecutive year that WBKB has covered Blackhawk games. Joe Wilson, popular sports announcer who is regarded by reporters and coaches as one of the best announcers in the business will report the games again as he did last year. Wilson, who is doing baseball currently for WBKB and will do football this fall, has covered every major sport during his 11-year career in radio and television. He is considered particularly well qualified to do hockey, one of the hardest sports to report, since he played the game in his home town of Eveleth, Minnesota and has broadcast hockey for five years.

Through television, WBKB has introduced hockey to thousands of new fans in the midwest. Rough, fast and thrilling, the game requires expert camera work and supervision. The same veteran mobile unit crew will again be under the supervision of WBKB's Special Events Director, Reinald Werrenrath. Harry Birch, one of the country's outstanding newsreel and television camera men, will again supervise cameras. Remote engineering crew will be headed by Dick Shapiro and remote directors, Dick Liesendahl and Joe Byrnes will cut the show.

Estimate Year's Output

Looking ahead to the rapidly increasing demand for television receivers, Philco estimates that the total industry's output for this year will be about 700,000.

Test Pattern and Music

Test pattern and music will be broadcast for fifteen minutes preceding each WBKB program; also test signals from 9 a.m. to 12 noon, and 1 p.m. to 5 p.m. except Sundays and during program hours.

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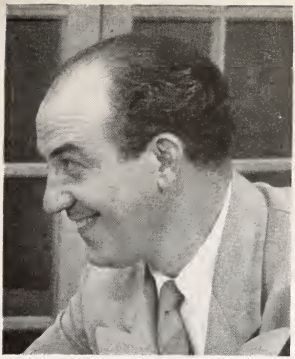

Franklyn MacCormack, television and radio star, seen Thursday nights on WBKB was snapped by the candid camera while reciting a bit of verse from his latest book of collected poems. Mr. MacCormack appears on "Movie Theatre of the Air."

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Fran Allison . . .

(*Continued from page* 10)

found herself the recipient of many gifts. "At first I was reluctant to accept them," she explained seriously, "but I came to realize that the televiewers who sent them were sincere in their desire to do something for me. And I truly appreciate the many articles I've received."

In private life, Fran is Mrs. Archie Levington and with her husband, who is a Chicago music publisher, she lives on the city's near north side.

TAKING MOVIES IS FUN

During off studio hours, Fran and her husband pursue a hobby of taking colored movies which they began about a year and a half ago. Fully equipped, they find it a very satisfying form of recreation.

An avid reader, Fran claims she will read 'most anything that is printed, and particularly enjoys mysteries for relaxation. "However, I don't really feel as if I'd read a book when I've finished the latter," she added laughingly.

During the coming winter, Fran and Burr hope to take the members of Junior Jamboree into Children's Homes, homes for the aged and other institutions during their off hours. "We made the resolve this summer and hope to carry it through," Fran said sincerely.

Again in comparing radio and television, Fran said "I love radio and it certainly has been good to me," adding "I find television fascinating." However, her interest in any future shows depends upon the theme of the program—if the idea's good, she's all for it.

KUKLA & OLLIE FOOL HER

And to those who have wondered how she must feel about working almost entirely with puppet characters, Fran has this story to tell:

"As our last show of the summer ended on July 16 and we completed the fade-out, I turned to Ollie who was wearing the white wool muffler his mother sent him and almost before I caught myself asked him 'if he wasn't dying from the heat'!"

To Fran, as to thousands of televiewers, they are very real personalities.

Interview Rocket Stars on WBKB

The fourth in a series of ten fifteen minute sport shows featuring players, coaches and fans of the vastly improved Chicago Rockets will be seen over WBKB Tuesday, Sept. 21. Films will be shown of recent Rocket games and further members of Coach Ed McKeever's squad will be interviewed.

Scores of all college grid games will be presented on WBKB immediately following all grid games telecast by the Balaban and Katz station, it was announced by Don Meier.

WGN-TV to Telecast from Coliseum

Telecasts direct from the first national Television show at the Coliseum will be presented to WGN-TV viewers, begining Monday, Sept. 20, when "Sportsmen's Corner" will be beamed at 8:10 p.m., and "Club Television" at 9 p.m. Stars of the show will appear in person at the Coliseum to participate in the event.

Wednesday, a special showing of the Chicagoland Newsreel will feature the exposition. A TV tour of the Coliseum will be made by WGN-TV cameramen. Friday, viewers will be able to see a Coliseum appearance of Celeste Carlyle in "Individually Yours," beginning 7:45 p.m.; followed by "Sportsmen's Corner" at 8:10.

Surprise of the WGN-TV exhibit at the show will be a Quiz Show with prizes to participants, starting 8:30 p.m. Friday.

At 7:30 p.m., Sunday, Sept. 26, the closing night of the Coliseum show, WGN-TV will present its popular courtroom drama "Cross Question" for televiewers and the audience at the Television show. At 9 p.m. that night, Rubin's "Stars of Tomorrow," popular amateur show, will be televised by WGN-TV as it is being broadcast on WGN-WGNB from the Coliseum. Several acts of outstanding Chicago amateur talent will be featured, as well as a popular guest star of the entertainment world.

MOMENTS OF MELODY looks this way to the producer and director who cue Nancy Evans and Bob Lee, featured stars on WGN-TV's variety show. Bill Otto, pianist, and cameraman Bill Rockar are also shown.

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Sunday

Sept. 26, 1948

WBKB Channel 4

12:55—FILM FEATURE.
1:10—MEET THE PLAYERS. George Janda introduces you to a baseball star before the game.
1:25—BASEBALL. Wrigley Field—Chicago Cubs vs. St. Louis Cardinals. Joe Wilson, announcer.
6:50—NEWS "Pictures and bulletins."
7:00—KNICKERBOCKER with Russ Davis.
8:00—TELENEWS with Jim Ameche.
8:30—FILM feature.
10:00—FILM feature.

WGN-TV Channel 9

12:50—FILM feature. To be announced.
1:00—CHICAGOLAND NEWSREEL.
1:10—PLAYERS OF THE DAY. Pregame interviews conducted by Ed Cooper at Wrigley Field.
1:20—BASEBALL. Cubs vs. St. Louis Cardinals.
3:30—TENTH INNING. Scores of other games; interviews with fans.
6:00—TRIBUNE COMICS by Uncle Walt Newton for the children of Chicagoland. Follow your favorite funny via video.
6:30—THE ORIGINAL AMATEUR HOUR. Du-Mont television network with Ted Mack.
7:30—CROSS QUESTION. Another law suit is enacted in the WGN-TV courtroom in this fictional but realistic studio presentation (from Coliseum).
8:30—CHICAGOLAND NEWSREEL.
8:40—FILM feature.
9:00—STARS OF TOMORROW, WGN-TV Amateur Show televised as it is being broadcast (from the Coliseum).

WENR-TV Channel 7

5:00—AMATEUR HOUR. Patterned after the Morris B. Sach's Amateur Hour.
6:00—To be announced.
8:00—SUSPENSE DRAMA. WENR-TV players enact a chiller, thriller. This play is written by Harry Bingham.
8:00—FEATURE Film.
9:30—CANDID MICROPHONE. Your favorite radio show now on Television.
9:45—PLATTER PARTY with one of Chicago's best-known Disc Jockeys. Linn Burton as emcee.

(Subject to Change.)

WTMJ-TV Channel 3

Note: Due to unforeseen circumstances, the program schedule for WTMJ-TV Channel 3 will not appear this week, but will return Sept. 27.

(Mike Shay Photo)

BERT RANCE shows Mykell Meyers the proper forehand tennis stroke on WBKB's morning show "Women's World." Rance, a north side pro, gives tennis lessons each Wednesday via video. Miss Meyers is currently appearing with the Fort Dearborn players.

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